

Last Received: 10/05/2012 11:05 AM
Showing Buylines: All Lines

Station	KSNV-TV LAS VEGAS, NV.
Advertiser	() .ROMNEY 4 PRESIDENT
Product	ROMNEY FOR PRESIDENT
Estimate#	444
Buyer	STEPHANIE KINCAID
Phone#	
Fax#	

Agency () AMERICAN RAMBLER PRODUCTIONS
138 CONANT STREET
BEVERLY, MA 02494
Agency C/P1/P2/E //444
Flight Dates 10/03/2012 - 10/09/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY

Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

 $SC = *$

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	M-TU	6A-7A		:30	\$700.00	10/08-10/09	2	1	2	\$1,400.00	
		Buyline Comment: WAKE W/WAGNERS - 1/DAY										
	2	W,F	6A-7A		:30	\$700.00	10/03-10/05	2	1	2	\$1,400.00	
		Buyline Comment: WAKE W/WAGNERS - 1/DAY										
	3	W-F	7A-9A		:30	\$900.00	10/03-10/05	3	1	3	\$2,700.00	
		Buyline Comment: TODAY SHOW - 1/DAY										
	4	M-TU	7A-9A		:30	\$900.00	10/08-10/09	2	1	2	\$1,800.00	
		Buyline Comment: TODAY SHOW - 1/DAY										
	5	M-TU	9A-10A		:30	\$425.00	10/08-10/09	2	1	2	\$850.00	
		Buyline Comment: TODAY SHOW 2 - 1/DAY										
	6	M-TU	10A-11A		:30	\$325.00	10/08-10/09	2	1	2	\$650.00	
		Buyline Comment: TODAY SHOW 3 - 1/DAY										
	7	W-F	10A-11A		:30	\$325.00	10/03-10/05	3	1	3	\$975.00	
		Buyline Comment: TODAY SHOW 3 - 1/DAY										
	8	M-TU	11A-12P		:30	\$325.00	10/08-10/09	2	1	2	\$650.00	
		Buyline Comment: RACHEL RAY - 1/DAY										
	9	W-F	11A-12P		:30	\$325.00	10/03-10/05	3	1	3	\$975.00	
		Buyline Comment: RACHEL RAY - 1/DAY										
	10	M-TU	12P-1230P		:30	\$425.00	10/08-10/09	2	1	2	\$850.00	
		Buyline Comment: NOON NEWS - 1/DAY										

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	11	W-F	12P-1230P		:30	\$425.00	10/03-10/05	3	1	3	\$1,275.00	
		Buyline Comment: NOON NEWS - 1/DAY										
	12	W-F	1P-2P		:30	\$425.00	10/03-10/05	3	1	3	\$1,275.00	
		Buyline Comment: DAYS - 1/DAY										
	13	M-TU	1P-2P		:30	\$425.00	10/08-10/09	2	1	2	\$850.00	
		Buyline Comment: DAYS - 1/DAY										
	14	M-TU	2P-3P		:30	\$325.00	10/08-10/09	2	1	2	\$650.00	
		Buyline Comment: DOCTORS - 1/DAY										
	15	W-F	2P-3P		:30	\$325.00	10/03-10/05	3	1	3	\$975.00	
		Buyline Comment: DOCTORS - 1/DAY										
	16	M-TU	3P-4P		:30	\$450.00	10/08-10/09	2	1	2	\$900.00	
		Buyline Comment: DR PHIL - 1/DAY										
	17	W-F	3P-4P		:30	\$450.00	10/03-10/05	3	1	3	\$1,350.00	
		Buyline Comment: DR PHIL - 1/DAY										
	18	W-F	430P-5P		:30	\$725.00	10/03-10/05	3	1	3	\$2,175.00	
		Buyline Comment: NEWS - 1/DAY										
	19	M-TU	430P-5P		:30	\$725.00	10/08-10/09	2	1	2	\$1,450.00	
		Buyline Comment: NEWS - 1/DAY										
	20	M-TU	5P-6P		:30	\$1,200.00	10/08-10/09	2	1	2	\$2,400.00	
		Buyline Comment: NEWS - 1/DAY										
	21	W-F	5P-6P		:30	\$1,200.00	10/03-10/05	3	1	3	\$3,600.00	
		Buyline Comment: NEWS - 1/DAY										

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	22	M-TU	630P-7P		:30	\$1,300.00	10/08-10/09	4	1	4	\$5,200.00	
		Buyline Comment: JEOP - 2/DAY W/MAX SEP										
	23	W-F	630P-7P		:30	\$1,000.00	10/03-10/05	3	1	3	\$3,000.00	
		Buyline Comment: JEOP - 1/DAY										
	24	M-TU	7P-730P		:30	\$1,300.00	10/08-10/09	2	1	2	\$2,600.00	
		Buyline Comment: WHEEL - 1/DAY										
	25	W-F	7P-730P		:30	\$1,300.00	10/03-10/05	3	1	3	\$3,900.00	
		Buyline Comment: WHEEL - 1/DAY										
	26	M-TU	11P-1130P		:30	\$1,200.00	10/08-10/09	2	1	2	\$2,400.00	
		Buyline Comment: NEWS - 1/DAY										
	27	W-F	11P-1130P		:30	\$1,200.00	10/03-10/05	3	1	3	\$3,600.00	
		Buyline Comment: NEWS - 1/DAY										
	28	W-F	1130P-1230A		:30	\$500.00	10/03-10/05	3	1	3	\$1,500.00	
		Buyline Comment: TONGIHT SHOW - 1/DAY										
	29	M-TU	1130P-1230A		:30	\$500.00	10/08-10/09	2	1	2	\$1,000.00	
		Buyline Comment: TONGIHT SHOW - 1/DAY										
	30	TH	9P-10P		:30	\$3,200.00	10/04-10/04	1	1	1	\$3,200.00	
		Buyline Comment: OFFIC/PARKS										
	31	F	9P-10P		:30	\$2,600.00	10/05-10/05	1	1	1	\$2,600.00	
		Buyline Comment: GRIMM										
	32	F	10P-11P		:30	\$3,200.00	10/05-10/05	1	1	1	\$3,200.00	
		Buyline Comment: DATELINE										

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	33	SA	7A-9A		:30	\$625.00	10/06-10/06	2	1	2	\$1,250.00	
		Buyline Comment: SAT TODAY										
	34	SA	11P-1130P		:30	\$1,100.00	10/06-10/06	1	1	1	\$1,100.00	
		Buyline Comment: NEWS										
	35	SA	5A-530A		:30	\$825.00	10/06-10/06	1	1	1	\$825.00	
		Buyline Comment: NEWS										
	36	SA	530A-6A		:30	\$825.00	10/06-10/06	1	1	1	\$825.00	
		Buyline Comment: NEWS										
	37	SU	6A-7A		:30	\$350.00	10/07-10/07	1	1	1	\$350.00	
		Buyline Comment: NEWS										
	38	SU	7A-8A		:30	\$750.00	10/07-10/07	1	1	1	\$750.00	
		Buyline Comment: SUN TODAY										
	39	SU	4P-530P		:30	\$2,400.00	10/07-10/07	1	1	1	\$2,400.00	
		Buyline Comment: FOOTBALL IN AMERICA										
	40	SU	5P-830P		:30	\$10,000.00	10/07-10/07	2	1	2	\$20,000.00	
		Buyline Comment: NFL - PLS GIVE MAX SEP										
	41	SU	930P-10P		:30	\$1,200.00	10/07-10/07	1	1	1	\$1,200.00	
		Buyline Comment: JEOP										
	42	SU	10P-11P		:30	\$1,200.00	10/07-10/07	1	1	1	\$1,200.00	
		Buyline Comment: L&O										
	43	SU	11P-1130P		:30	\$1,100.00	10/07-10/07	2	1	2	\$2,200.00	
		Buyline Comment: NEWS										

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	44	M-TU	1235A-137A		:30	\$75.00	10/08-10/09	1	1	1	\$75.00			
				Buyline Comment: CARSON										

---REPORT TOTALS---

Report Totals: 91 / \$93,525.00

---SALES MONTHLY TOTALS---

Oct 12: 91 / \$93,525.00

Sales Totals: 91 / \$93,525.00

Station Totals: 91 / \$93,525.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$334,018	CATV	0%	KBLR	0%	KINC	0%	KLAS	25%	KSNV	28%
		KTNV	28%	KTUD	0%	KVCW	2%	KVMY	3%	KVVU	14%
		XXXX	0%								

Books NOV12

Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE